



AN ENGAGING STORY ENERGIZES YOUR AUDIENCE TO ACT

In our short-attention span, content overload world, we work collaboratively to tell the powerful stories that drive deep and meaningful engagement with your audiences.

As a story-driven communications firm, our goal, and a mission we take with great commitment, is to combine the key ideas that communicate value with a compelling story. Why? Because we believe that an engaging story energizes your audience to act. It drives results by providing meaning and purpose to the work of your organization.

Those who tell stories rule the world.

Native American proverb

Boost! Collective is a story-driven marketing and communications firm.

We are nimble and responsive and bring business acumen together with a creative edge for a fully rounded approach to your project.

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MESSAGING



STORYTELLING



ENGAGEMENT

MESSAGING



Discover and develop your authentic message

Value discovery

Messaging framework

Brand identity

STORYTELLING



Bring your message to life with story-driven content

Content strategy

Content marketing

Content development

ENGAGEMENT



Drive deep engagement with your audiences

Content syndication

Social media

Media relations

What makes our story-driven approach different and powerful?

Your message allows you to answer the question *why?* Why should your audience care about your offering? What transformation are you enabling for them? It also allows you to explain briefly how you are delivering value and what tangible results your audience can expect.

We use an emotive appeal, and in creating this association with your message, we connect the heart with the head. We seek to understand the key desires and struggles of your target audience. This is critical for connecting authentically and driving real results.

We create content around real people. Through them, and using broad range of story-telling tools, we bring your message to life.

Then we reach them—online, on their phone — wherever they are.

“People don’t buy what you do, they buy why you do it.”



Our story.



Janinne Brunyee

Like Seattle, our team brings together diverse areas of strength. This how we make good on “The whole is greater than the sum of its parts.” Jacqueline brings a deep expertise from the NGO, PNW’s non-profit and global health and development community. Janinne has many years as an accomplished B2B marketer with some of the region’s leading tech players.

Coincidence, chance, serendipity—call it what you like—but ultimately it was the power of the story that brought us together. We shared a deep professional appreciation for the impact of smart storytelling. And it was integral to our work in our respective careers. Each of us has taken the art of storytelling in unique and interesting directions.

That is when we realized, that together, we possessed valuable expertise to share with for-profit and non-profits alike. We joined forces to form Boost! Collective, a story-driven marketing and communications firm focused on the power of the story to motivate audiences and achieve our client’s goals.



Jacqueline Koch